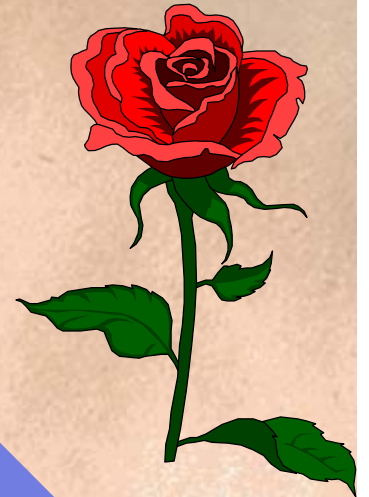


Copyright, 2001 © Making Peace With the Image In the Mirror

# Insanity and the Quest for Self-esteem



## The Quest

Call nothing thine, except thy soul.

Love not what thou art,  
but only what thou  
may become.

--Don Quixote

# Body Satisfaction in the U.S.

- ◆ Body dissatisfaction is rising, the rate is accelerating.
- ◆ 1972            25%  
                      dissatisfied
- ◆ 1985            38%  
                      dissatisfied
- ◆ 1997            56%  
                      dissatisfied



# Body Satisfaction in the U.S.

- ◆ 11% of women would sacrifice 5 years of their life to be thin.
- ◆ 24% of women would sacrifice 3 years of their life to be thin.
- ◆ The diet industry has grown to \$50 billion per year.



**YES!**  
For \$339<sup>95\*</sup>  
you can have  
the body you've  
always wanted.

Nothing **shapes and firms**  
your entire body like NordicTrack.

But, you could try virtually everywhere that sells just  
one step. Or you could come to a NordicTrack store today  
and see it. It's the full body training motion of that moves your  
upper, lower, thighs and arms. Yes... and every great leg. 500  
as few as 10 minutes, three times a week.

**NordicTrack melts away more fat.**

To lose more fat, you need a workout that tones all  
major muscle groups — the NordicTrack. It's superior  
to the rest, that makes sure you'll have more fat than with  
ordinary ellipticals, aerobic bikes or treadmills. This moves fat  
and you'll see results.

**Easier on your body—and budget.**

Most exercisers (after losing hundreds more) offer just a low-impact  
motion that can strain your joints and muscles. The patented *Speed*  
and *Stride* options combine the smooth motion of a  
treadmill with the motion of a bike and stairs.

**You'll see the NordicTrack differential.**

In just 12 weeks, research shows that people who used a  
NordicTrack lose an average of 15 pounds.  
Why settle for less?

Ask for  
"The World's Best  
Aerobic Exerciser!"  
And say "yes" to a  
new you. Call now!

**FREE VIDEO & BROCHURE**  
**CALL: 1-800-942-1890**  
Ext. U9XPF5

**NordicTrack**  
WILSON PROPERTY  
Never Changing the Shape of America

\*MSRP. Price varies by model and retailer. See retailer for details. ©2005 NordicTrack, Inc. All rights reserved.

# The Problem

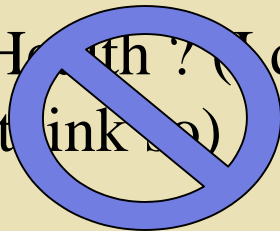
For the majority of teenage and adult women, their number one wish is to lose weight and keep it off!

## Why Lose Weight?

1. Appearance
2. Love & Acceptance
3. Self-esteem
4. Health? (I don't think so)

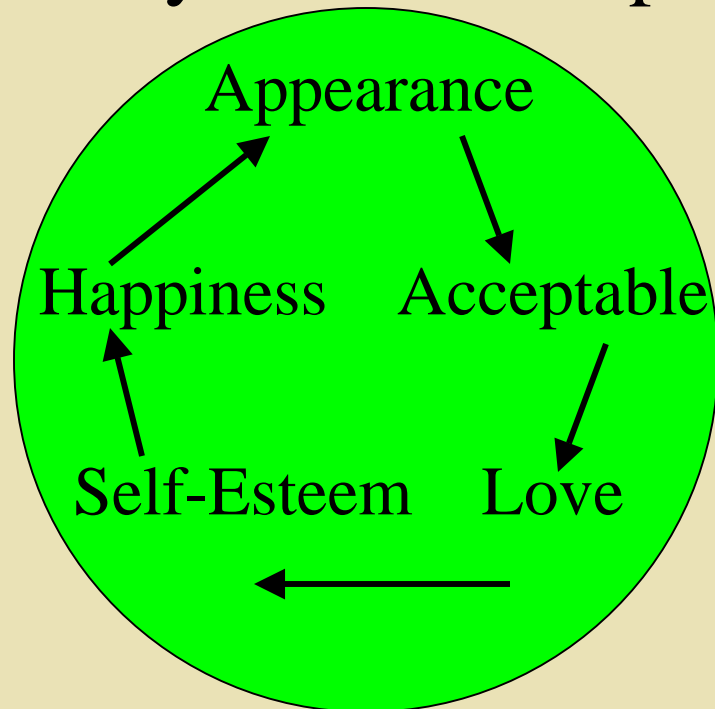
## Barriers to Happiness

1. Low self-esteem
2. Isolation/Loneliness
3. Lack of Romance



# Dare to Strike Out and Find New Ground!

- ◆ Why do I stand up here?



The Evil Chain of Assumptions



# “He Lays Down The Melancholy Burden of Sanity...”

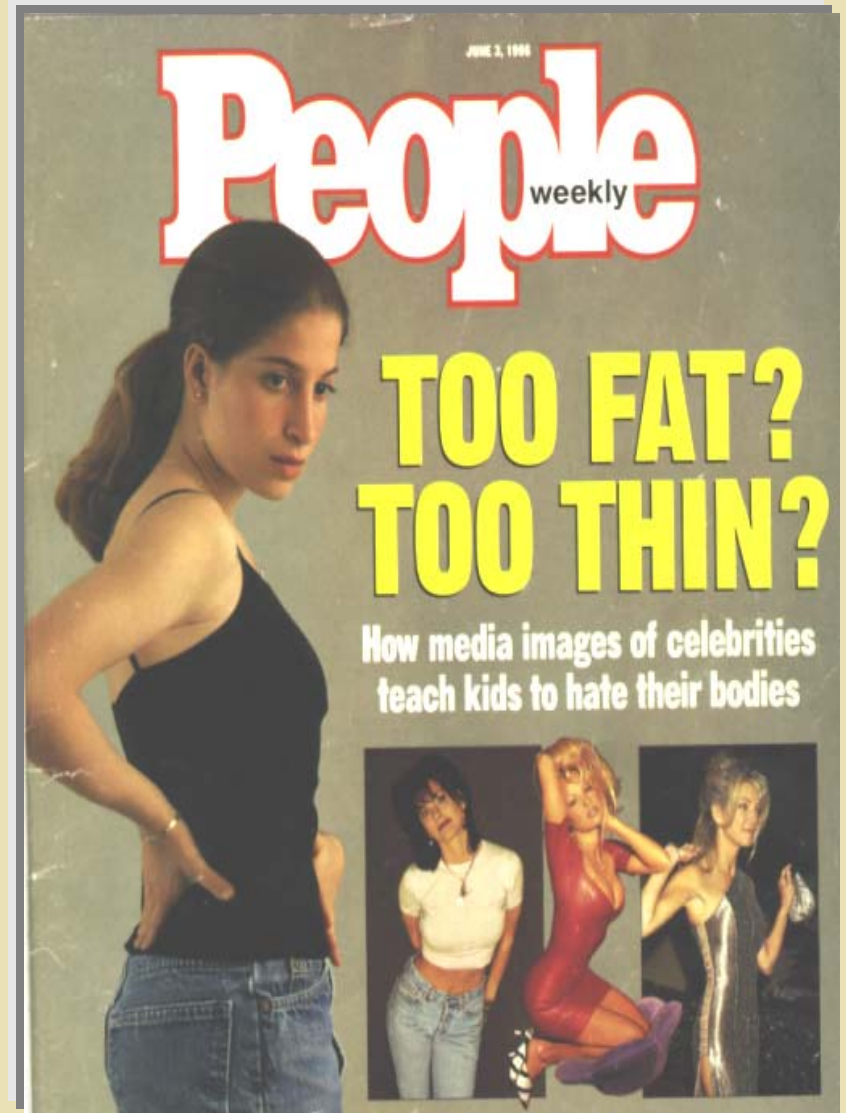
I Shall Impersonate a  
Man, His Name--  
Alonzo Quixana...

...No longer will he  
remain Alonxo  
Quixana, but a  
dauntless knight known  
as Don Quixote de la  
Mancha!



# False Self-Esteem

- ◆ Self-Esteem: A personal assessment of the value of the self.
  - Value of self can change.
  - Value changes with external achievement.
  - Worthy achievement is defined by society.
  - Relies on the event of favorable comparison.
  - Measuring up to socially defined yardsticks leads to the temporary gratification of vanity.



# False Self-Esteem

- ◆ Vanity: Gratification, derived from external recognition or accomplishment, that leads to feelings of superiority.
- ◆ Giving recognition without merit results in narcissism and potential aggression due to a fragile ego.



Deadly 'narcissist': Woodham received three life sentences for the October murders



# True Self-Esteem

- ◆ Self-Esteem: Joy that is felt when inner potential is discovered and shared.
  - Value of the self is inherent, unchangeable.
  - Value is based on the existence of potential.
  - The realization of potential is an internal process.
  - Celebrates individual uniqueness.
  - The result is permanent inner joy, as opposed to temporary gratification of vanity.





# Self Esteem

## False Self Esteem

(personal assessment of value of self)

Value of the self changes

Based on accomplishment

Measured by external yardsticks

Relies on comparison

Focus in on yourself

*The result is **Vanity***

## True Self-Esteem

(joy of sharing potential with others)

Value of the self is constant

Based on inherent potential

Realized by inner development

Celebrates uniqueness

Focus is on others

*The result is **Joy***

# False Self-Esteem and Body Image

- ◆ The body becomes an object of gratification for self and others.
- ◆ The imperfect body is the hated enemy.
- ◆ Pursuit of beauty overrides inner development.
- ◆ Anxiety and fear of failure are ever present.
- ◆ Beauty always fails.



# Body Image and True Self-Esteem

- ◆ The body is the partner in understanding and expressing inner potential.
- ◆ The body deserves to be cared for and loved for the role that it plays.
- ◆ Nutrition and exercise take on a new meaning.
- ◆ The 'ideal' body is the one that you have.



# Summary

1. Sometimes we worry to much. A major barrier to realizing acceptance and self-esteem is excessive concern and worry about our appearance as a measure of personal worth.
2. We try to lose weight so that we can: look better, be acceptable, be loveable, gain self-esteem, and achieve happiness.
3. This focus can lead to an unhealthy preoccupation with appearance as a path to happiness and self-worth. It is a false path.



# Taking Action

1. Eliminate the topics of body size and weight control from our conversations.
2. Evaluate the role of ‘appearance’ in our own search for happiness. Do you believe in the ‘evil chain of assumptions?’
3. Focus on neatness, modesty, and hygiene, rather than on trying to enhance our appearance through weight loss, or trying to be fashionable.
4. Love not who thou art, but only what thou may become.

